



Lt. Governor Becky Skillman  
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***Indiana Office of Tourism Development Features Tourism Slogan Ideas  
on Web Site***

The Indiana Office of Tourism Development (IOTD) has added a feature to its EnjoyIndiana.com web site that lists tourism slogan ideas sent in from Hoosiers. In addition, the site will offer readers an opportunity to send in their ideas.

“We’ve been receiving input and ideas from the public since December,” said IOTD Director, Amy Vaughan. “This is a great way for the public to see suggestions from other Hoosiers and to voice their own ideas.”

In December, the IOTD released its strategic plan which outlined the adoption of a new tourism brand for the state. Research indicated that the “Enjoy Indiana” brand had lost equity in recent years.

**Tourism Fast Facts:**

*Lt. Governor Becky Skillman oversees the Indiana Office of Tourism Development with Amy Vaughan serving as Tourism Director.*

- *Tourism attracts 58 million leisure visitors to Indiana each year.*
  - *Nearly 100,000 jobs in Indiana are tourism-related.*
- *The tourism industry generates a \$1.7 billion payroll in Indiana.*

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